

unaware of the buyer's upper limit bid;

(c) comparing the seller lower limit price and the buyer upper limit bid; and

*Conditional Statement*  
B1 (d) if an overlap region exists between the seller lower limit price and the buyer upper limit bid, setting a price point for the product within the overlap region that is based on the lower limit price and the upper limit bid.

17. (Amended) A method of conducting a transaction between a buyer and a seller over a global network, the method comprising:

(a) receiving a lower limit price for a product from the seller;

(b) receiving an upper limit bid for the product from the buyer, wherein step (b) is practiced by allowing only one bid for the product from the buyer;

(c) comparing the seller lower limit price and the buyer upper limit bid; and

(d) if an overlap region exists between the seller lower limit price and the buyer upper limit bid, setting a price point for the product within the overlap region that is based on the lower limit price and the upper limit bid.

19. (Twice Amended) A computer system for conducting a transaction between a buyer and a seller, the computer system comprising:

*B2* at least one user computer running a computer program that effects input information relating to one of a lower limit price for a product from the seller or an upper limit bid for the product from the buyer, wherein the buyer is unaware of the seller's lower limit price and the seller is unaware of the buyer's upper limit bid; and

a system server running a server program, the at least one user computer and the system server being interconnected by a computer network, the system server receiving

the input information and processing the input information with information from other user computers by comparing the seller lower limit price and the buyer upper limit bid, wherein if an overlap region exists between the seller lower limit price and the buyer upper limit bid, the server setting a price point for the product within the overlap region that is based on the lower limit price and the upper limit bid.

B<sup>2</sup>  
20. (Twice Amended) A computer program embodied on a computer-readable medium for conducting a transaction between a buyer and a seller, the computer program comprising:

means for receiving a lower limit price for a product from the seller, the buyer being unaware of the seller's lower limit price;

means for receiving an upper limit bid for the product from the buyer, the seller being unaware of the buyer's upper limit bid; and

means for comparing the seller lower limit price and the buyer upper limit bid, wherein if an overlap region exists between the seller lower limit price and the buyer upper limit bid, the comparing means comprises means for setting a price point for the product within the overlap region that is based on the lower limit price and the upper limit bid.

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B<sup>3</sup>  
25. (Amended) A method of conducting a transaction between a buyer and a seller over a global network for exchange of a product of decaying value, the method comprising:

(a) receiving a lower limit price for the product from the seller, the buyer being unaware of the seller's lower limit price;